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**MODERN GUIDE DOG MOVEMENT IN JAPAN:
ELITES, VISUALLY IMPAIRED PERSONS
AND THE GENERAL PUBLIC**

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Abstract

The purpose of the thesis was to introduce the general process of the Modern Guide Dog Movement in Japan. The research was conducted by the fieldwork in Tokyo, spring 2011, under a main contribution from the Japan Guide Dog Association through interviews and participant observations. An in-depth study of the three-stage Modern Guide Dog Movement in Japan is presented and discussed in the thesis. During the past half century, the modern guide dog movement has gone through three different groups in Japan: elites (political elites and guide dog experts), visually impaired persons, and finally, the general public. The broad social context of the ongoing Disability Rights Movement together with the guide dog movie *Quill* has made the involvement of all three groups possible and positive in the process of the Modern Guide Dog Movement in Japan.

Keywords

Guide Dogs, Visually Impaired Persons, Disability Rights Movement, Japan.

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Foreword

During this past year working on my thesis, I have experienced various obstacles, some of which were unexpected. Conquering these obstacles has allowed for the completion of the thesis and a great sense of accomplishment.

The largest obstacle in completing this work was the lack of literature on the subject. Online data on the subject was easily accessible, however, of these numerous text very few were written at an academic level. As a result, I needed to start with very basic level such as the definition of a social movement in order to define an unfamiliar term critically and reliably.

An addition obstacle that often arose was the inability to contact people involved in the field. My emails on several occasions received no response. As a result, I attempted to make contact by telephone. However, phone calls did not always lead to valuable information, and several interviews during the fieldwork in Japan which were successfully scheduled were cancelled due to the subjects' unavailability. This was especially challenging when I was back to Sweden and continued to contact individuals located in Asia, considering the time zone difference.

Due to my very interest of guide dogs and my strong compassion for disabled individuals, I was able to engage these various challenges. I exerted myself to complete this thesis with the help and support from the following individuals and institutions:

Many thanks to Professor Mayumi Saegusa who has guided me while writing my thesis as well as to Professor Annika Pissin whose thoughtful evaluation of my thesis has proved highly beneficial. As a major support for my academic writing style, my thanks go out to Yvonne N. Bui, who is the author of the book: *How to write a master's thesis*. I found this book the most helpful for me to follow among the numerous guide books in the library.

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With a special emotional attachment, I would love to thank three individuals who always influenced me positively. They are the persons who helped me remain optimistic: my mom, my boyfriend, and my best friend Larry. They know me so well that I feel they are able to understand me better than myself. I got sick several times during the completion of my thesis. I would not be able to move on without their company and persistent kindness. I wish I could have brought to them more happiness than worries.

As a result, this thesis bears three perspectives of me: love and hate, personal and professional, ideal and reality. They started off struggling but ended up with a great success. I am happy that due to this thesis, I have discovered that actually in many aspects, living life is much like writing a thesis.

Modern Guide Dog Movement in Japan: Elites, Visually Impaired Persons and the General Public

1. Introduction

1.1 Overview

One sunny day in Tokyo, a yellow Labrador Retriever with a bird-shaped mark on his left side is born among a litter of five. Together with his brothers and sisters, he may be selected as a future guide dog. The dog owner at the other side of room is calling them. While the other puppies immediately run to the owner, he is the only one who seems calm and patient, walking towards the owner and then stopping in front of her. He is looking up at the owner, as if wanting to ask: "Master, what's up? What can I do for you?" This is the very beginning of the Japanese guide dog movie *Quill* (2004), which is the first guide dog movie in Asia based on a true story about the life of a Japanese guide dog (Akimoto and Ishiguro, 2001). As an important part of public service, guide dogs have been used since 1929, when the world's first guide dog school for the public was established in the United States (Miriam, 2010). However, it wasn't until this movie was released in Japan that an explosion of interest occurred on the guide dog scene in Asia (Yu, 2005). The movie succeeded in informing Asians of an idea that was relatively foreign to many of them.

A guide dog, also known as a seeing-eye dog and dog guide (Miner, 2001) is well trained by guide dog institutions and offered free of charge to visually impaired persons to maintain their mobility while traveling (Disability Rights Section of the U.S. Department of Justice, 1996). This might be the first reliable official definition of a guide dog. It was reported that the walking speed of a visually impaired person using a guide dog is nearly the same as a sighted person (Clark-Carter, Heyes and Howarth, 1986). Guide dogs have contributed immensely to an increase in the quality of life of visually impaired persons. As a result of this, many countries around the world have established guide dog institutions.

Among these institutions, the International Guide Dog Federation (IGDF), founded in 1989 in the U.K, is the leading organization. According to its official website, it coordinates meetings of world guide dog institutions in order to for them to exchange knowledge and expertise.¹ So

¹ International Guide Dog Federation. <http://www.igdf.org.uk/> (accessed 17. September 2011)

far, 85 member institutions dispersed in 25 countries have established guide dog institutions.²

Table 1 shows the distribution of guide dog institutions over the world.

Table 1. World Membership Guide Dog Institutions

Continent	Asia		Europe		Middle East and Africa		North America		South Pacific					
Country and Number of guide dog schools	Japan	11	Austria	1	Israel	2	Canada	5	Australia	10				
			Belgium	2										
			Croatia	1										
			Czech	2										
			Finland	1										
			France	11										
	South Korea	1	Germany	2			South Africa	1			USA	11	New Zealand	1
			Ireland	1										
			Italy	2										
			Netherlands	5										
			Norway	3										
			Poland	1										
	Taiwan	2	Portugal	1										
			Slovakia	1										
			Spain	1										
			Sweden	1										
			Switzerland	4										
			UK	1										
	Total	14	41	3	16	11	11	11	11	11				

Source: The International Guide Dog Foundation (2011).

Table 1 shows that a greater number of guide dog institutions have been established in the West rather than in Asia, the Middle East and Africa. Sixteen countries in Europe, two in North America, and two in the South Pacific, totaling twenty countries in the West, have

² International Guide Dog Federation. <http://www.igdf.org.uk/ClosestGuideDogProvider.aspx> (accessed 17. September 2011)

established guide dog institutions. However, only five countries in the rest of the world have gone through the same process. It seems that guide dog institutions are most likely to be established in developed countries rather than in developing countries. In Asia, the countries Japan, South Korea and Taiwan have established dog institutions. Important to note is that all three are developed countries. However, not all the developed regions in Asia have done the same, such as Hong Kong and Singapore. The extent of a country's development may not be the only factor contributing to the formation of a guide dog institution.

In terms of the number of guide dog institutions, the worldwide distribution of guide dog institutions is relatively unbalanced, with only three countries in Asia being represented while twenty in the West. While Asia generally falls far behind the West, Table 1 shows that Japan is dramatically ahead not only in Asia, but also compared to the rest of the world. With eleven guide dog institutions, Japan is one of the leading countries, on a similar level as France and the United States. Furthermore, according to the Japanese Society of Service Dog Research (2005), Japan has offered 1045 guide dogs to visually impaired persons. The population of visually impaired people is estimated to be 310,000 in Japan (Ministry of Health, Labor and Welfare of Japan, 2003, 2006 and 2009). The current ability of Japan to offer a guide dog to a visually impaired person is around 3.37% of the total visually impaired population. This figure exceeds the international standard, which is 1 (guide dog): 100 (visually impaired persons), according to the IGDF.³ It turns out to be a very interesting phenomenon that Japan is comparatively successful in terms of the ability to train and offer guide dogs to visually impaired persons.

By extending to a broader context, the research found that guide dogs in Japan are tightly connected within the Disability Rights Movement. Japan has been recognized as the leader in vocational rehabilitation and in disabled persons' independent living in Asia, which is considered as a result of the ongoing Disability Rights Movement since the 1960s (Heyer, 2000; Hayashi and Okuhira, 2001).

Hayashi Reiko and Okuhira Masako (2001) have introduced a clear history of the Disability Rights Movement in their joint research *The Disability Rights Movement in Japan: past,*

³ According to the evaluation from the International Guide Dog Federation, the ideal ratio of the visually impaired to the guide dog is 100: 1. International Guide Dog Federation. <http://www.igdf.org.uk/> (accessed 17. September 2011)

present and future. It is one of the very few existing English works of literature on Japan's Disability Rights Movement. They argue that the movement has been a driving force for a change in social norms and policies in Japan, as well as for improving the lives of disabled individuals. The research provided the history of the Movement which contains three periods of time: a radical movement in the 1960-1980s, the Independent Living Movement in the 1980s, and the current Disability Rights Movement. In the conclusion of the research, issues of advocacy work to continue the future Disability Rights Movements in Japan have been suggested in five aspects: a. "creating accessible communities including accessible transportation systems"; b. "outreach to disabled persons living in institutions"; c. "greater involvement in the Ombudsperson⁴ system...to protect the human rights of institutionalized persons"; d. "expanding independent living services to persons with psychiatric or intellectual disabilities"; e. "providing their knowledge and expertise to movements outside of Japan".

Three years later, Hayashi Reiko and Okuhira Masako (2004) continued their study on Japan's Disability Rights Movement, with a special focus on the aspect of "providing their knowledge and expertise to movements outside of Japan" which was addressed in their previous work (Hayashi and Okuhira, 2001). However, the other four aspects of the current Disability Rights Movement in Japan remain unaddressed in the academic world.

In fact, the great guide dog development in Japan indicates that Japan has reached at least one of the five aspects of the current Disability Rights Movement in Japan, the "expanding independent living services to persons with psychiatric or intellectual disabilities" (Hayashi and Okuhira, 2001). From this perspective, providing visually impaired persons with guide dog service has expanded the independent living services, especially compared to the traditional use of white canes⁵ or personal assistants to lead visually impaired persons. Therefore, similar to Japan's leading role in vocational rehabilitation and in disabled persons' independent living in Asia, Japan's exceeding position in the area of guide dogs in Asia is also the consequence of the Disability Rights Movement.

In particular, the great development of guide dogs in Japan is the result of the "visually impaired" rights movement since guide dogs are trained especially for visually impaired

⁴ Ombudsperson means delegation.

⁵ From the observations in Tokyo, 2011, a white cane is a stick-shaped tool for visually impaired persons to lead their way when traveling, some can be folded. See at 21.

persons to use. It can be interpreted as a branch movement of the current Disability Rights Movement in Japan. A review of available database resulted in hardly any literature has ever put guide dogs into the theme of a movement. Therefore, in order to make sense of the involvement of guide dogs in the movement, and contrast it with the war-time uses of guide dogs,⁶ this movement is called “the Modern Guide Dog Movement” which is how it will be referred to as from here fourth.

1.2. Research Purpose and Research Questions

The purpose of the research is to introduce the general process of the Modern Guide Dog Movement in Japan. The research also tries to fill the gap between the current Disability Rights Movement and guide dogs in Japan.

According to the research purpose, the research questions are: What is the Modern Guide Dog Movement in Japan? How has Japan gone through the Modern Guide Dog Movement? As a branch movement of Japan’s current Disability Rights Movement, what are the characteristics of the Modern Guide Dog Movement, comparing to the traditional Disability Rights Movement?

In order to answer the research questions critically and reliably, three perspectives of a social movement are necessary to be addressed: the definition of a social movement, social movement theories on the conditions as to produce a social movement, and stages of a social movement. The next section which presents the background of guide dogs is going to deal with the first perspective, a definition of the Modern Guide Dog Movement in Japan. In the *Literature Review and Theoretical Framework*, a suitable social movement theory as to the second perspective for analysis the Modern Guide Dog Movement is applied. Finally, the main body of the thesis discusses the third perspective, the stages of the Modern Guide Dog Movement in Japan.

2. Background of Guide Dogs in Japan

2.1. History and Development

Due to the lack of secondary data on guide dogs in Japan, the existing reference is only available at the largest guide dog institution Japan Guide Dog Association (JGDA). Therefore,

⁶ See *History and Development*, at 6.

the background study is mainly based on JGDA official annual reports (2004-2010). History of guide dogs in Japan started in 1939 which was during World War II, four guide dogs were imported from Germany to Japan (JGDA, 2009: 9). Two Japanese men who serviced at the military started training these dogs at the Army Hospital for the visually injured soldiers during World War II (ibid.). The initiation use of guide dogs was for the military in the war-time.

In 1945, however, this guide dog training program was dissolved due to the loss of the war (JGDA, 2010). In 1967, Japan established the first guide dog institution JGDA to help people with visual impairment of their well being (ibid.). The chairperson of the board of directors, Hisatsune Sakomizu (August 5, 1902 – July 25, 1977), together with several people who were from the Ministry of Welfare, formed the foundation of the JGDA. Mr. Sakomizu was a member of the House of Councilors;⁷ he used to be the chief secretary to the Cabinet of Japan during World War II (The United States Strategic Bombing Survey, 1946). Personally, he was the son-in-law of Premier Keisuka Okada (ibid.). The important family connection as well as his own ability of administration, might give him considerable influence to the guide dog development in Japan.

After the establishment of the JGDA, more and more schools have been established until 2002, which in total are eleven guide dog institutions.⁸ While the number of guide dog institutions have been increasing, polices and laws for guide dogs have also been. It was five years after the establishment of the JGDA, that the first guide dog policy was issued. Service Standards for Passengers was the first one stated the visually impaired persons are allowed to be accompanied by their guide dogs on the train (JGDA, 2007). In 1978, guide dogs were legally acknowledged by The Revised Road Traffic Act as a notification of the Ministry of Transport stated that visually impaired persons with their guide dogs are allowed on the bus and in the taxi. In 1981, visually impaired people with their guide dogs are allowed to enter hotels and restaurants due to the revised notification from the Ministry of Welfare. In 1998, the Ministry of Welfare notified medical facilities to receive patients or visitors who are accompanied by their guide dogs (Research Committee on Dog Guides, 1998).

⁷ Japan Guide Dog Association. <http://www.moudouken.net/english/history.html> (accessed 17. September, 2011)

⁸ ibid.

In 2002, as a result of long term efforts by different assistance dog institutions (guide dogs, service dogs, and hearing dogs) and the users, those physical impaired persons the past few decades, the Law Concerning Service Dogs for People with Disabilities was passed by the Diet (Committee for the Promotion of Assistant Dog Development, 2002). Guide dogs with other type of service dogs were included in this law. This law has clarified the responsibilities of both guide dog users and trainers, and has provided access to the users (visually impaired persons) with their guide dogs in public facilities, transportation and any other public places (Japanese Society of Service Dog Research, 2005).

However, two Japanese scholars, Matsunaka Kumiko and Koda Naoko (2008) in their joint research find the acceptance of guide dogs was not sufficient, in spite of guide dog policies and laws. They point out that refusals of access to public places, mostly restaurants, still have been reported in Japan during recent years. The main reason which causes these refusals is often the public facilities' concern about other customers besides the guide dog users. For example, restaurants owners might worry about customers who won't come and eat if they see a guide dog is in their restaurants. Further suggestions on improving the level of acceptance of guide dogs were made in the research. Firstly, as for guide dog users (visually impaired persons) if they are able to maintain good conditions and behaviour of guide dogs in the public, the possibility of acceptance of guide dogs is higher. Secondly, besides issuing of the guide dog policies and laws, more work should be done to expand the detail content of laws.

However, the background study which is based on secondary data has not provided enough details about the whole sphere of the guide dog development in Japan. Such as if Japan has gained any knowledge of guide dogs from other western countries; how Japan gradually learned about guide dogs and became expert; if Japan has other material supports such as money, social facilities provided by the government and/or by the public donations; if the social acceptance of guide dogs is not sufficient, what Japan has done to improve it in recent years. The thesis therefore has conducted a fieldwork in Japan in order to find missing information. The findings from the fieldwork are presented in the *Research Design*.

2.2. Definition of the Modern Guide Dog Movement

A social movement is an organized group that acts consciously to promote or resist change through collective action (Goldberg, 1991; Kendall, 1992: 2007). Greenberg and Page (2002) define a social movement is longer lasting with specific goals and make democracy more

available to excluded groups. Those excluded groups are most likely outside the political mainstream, and social movements provide them an opportunity to make their voice heard, especially, when their personal troubles are seen as public issues and needed to be solved with a collective response which results in changing of people, or society. Kendall concluded that the Disability Rights Movement is a type of reform movements, which generally focuses on changing existing public policy so that their own value system is more adequately reflected (2007: 492). In a summary, to define the Modern Guide Dog Movement should follow the three key features of a social movement: *troubles, long lasting organized groups solving troubles, changes* such as new public policies and people's attitudes which finally solve the troubles.

In addition, a social movement usually goes through three stages according to the three key features. Kendall (2007) summarizes these three stages as: 1. Preliminary stage, when leaders emerge to start actions as they have realized "troubles"; 2. Coalescence stage, when people are organized to "solve troubles" and usually the movement becomes formally organized at local or regional levels; 3. Institutionalization stage, when "changes" have occurred and an organizational structure develops, original members may change into administrators to manage the organization, more paid staff with different functions are involved rather than volunteers (p.495). Here in the following paragraphs, a definition of the Modern Guide Dog Movement is presented while in the main body of the thesis the three-stage modern guide dog movement in Japan is further analyzed after the *Research Design*.

"Troubles"

The general troubles are mentioned that guide dogs are rejected in some public places due to the lack of popularizing the content of guide dog policies and laws, as well as the worries of decreasing business by restaurants owners (Matsunaka and Koda, 2008). Meanwhile, back to the first guide dog institution was established in Japan, initiated troubles during that time were including a lack of guide dog knowledge, experts and policies, as well as a lack of understanding towards the use of guide dogs not only among the general public, but also visually impaired persons (Yoichi, 2004; Tawada, 2011-01-27). During the time when more institutions have been built, places for train guide dogs as well as daily financial support to both trains and dogs were troubles (Tawada, 2011-01-27).

“Long lasting organized groups that solve troubles”

Such long lasting organized groups are represented by those Japanese guide dog institutions especially by the JGDA. They not only offer visually impaired persons with better qualified guide dogs, but also work together with other aliens who have a high concern for the well-being of visually impaired persons (JGDA, 2010), such as disability institutions, charities to publicize the knowledge of guide dogs, to push the government to produce laws and public policies to maintain the rights of visually impaired persons to use guide dogs in public, as well as call for more financial supports and social acceptance from both institutions and the public (Tawada, 2011-01-27).

“Changes”

Changes such as guide dog institutions are well organized by professional staff and able to offer the society a ideal number of qualified guide dogs,⁹ the general public are more likely to accept and agree that guide dogs work well for visually impaired persons in public, as well as the changing attitudes of visually impaired persons towards guide dogs (Yoichi, 2004; The Guide Dog User, 2011-02-10). In addition, more guide dog policies and laws that assures the guide dogs permission in public (Research Committee on Dog Guides, 1998; Japanese Society of Service Dog Research, 2005).

In short, the Modern Guide Dog Movement in Japan is a branch movement of the current Disability Rights Movement. The Modern Guide Dog Movement has been a driving force for improving visually impaired persons’ mobility by providing them with qualified guide dogs. This requires both legal and social acceptance.

3. Literature Reviews and Theoretical Framework

The purpose of the research is to introduce the general process of the Modern Guide Dog Movement in Japan. Therefore, this section is very important as it reviews related literature and forms a theoretical framework for the structure of the thesis. Both the Disability Rights Movement in Japan which explores a broader context of the research debates related to the Modern Guide Dog Movement, and the Japanese guide dog movie *Quill* (2004) which helps understand a part of the development of the Modern Guide Dog Movement in Japan are

⁹ See *Overview*, at 3.

reviewed in this section. The resource mobilization theory is applied to be the theoretical framework for the thesis in order to analyze the conditions as to the produce of the Modern Guide Dog Movement.

3.1. Disability Rights Movement in Japan

Disability Rights Movement in Japan started in 1960s and has been a driving force for change in social norms and policies in Japan, as well as for the better lives of Japanese disabled individuals (Heyer, 2000; Hayashi and Okuhira, 2001). Heyer (2000), Hayashi and Okuhira (2001), Hiroe (2002) and Hatashi (2011) have revealed that, during this movement, an awaking awareness of the equality and independence has been raised among the disabled. Among the existing literature which has specific focus on the Disability Rights Movement, Hayashi and Okuhira (2001) have well explained how such awareness has been raised among the disabled persons which is under a three-period disability right movement. The three periods are: a radical movement in 1960-1980s, the independent living movement in 1980s and the current Disability Rights Movement (ibid.).

Radical Movement in 1960-1980s

In 1960s, a group of people with cerebral palsy called Aoi Shiba started the Disability Rights Movement in Japan (Wakabayashi, 1986). It was established by some educated elites from the first school for the physically disabled which was founded in 1932. They demanded their rights to live in the community in order to refuse living with their families in shame (Hayashi and Okuhira, 2001). As disabled persons were taught to be childlike, self-pity and dependent at home, in institutions and in society (ibid.), Aoi Shiba encouraged them to aggressively represent themselves in order to maintain self-protection (Nagase, 1995). In 1970s, Aoi Shiba established branches in different areas in Japan as to voice the protest against ableism (Okahara, 1990; Tateiwa, 1990, Hayashi and Okuhira, 2001). They demonstrated in sit-ins to request for the accessibility of buses and other public transports, fought against the Eugenics Protection Law on which the abortion of disabilities babies was issued (Wakabayashi, 1986; Yamamoto, 1995; Yokoyama, 1998; Hayashi and Okuhira, 2001). Aoi Shiba was also considered as the leading force for the establishment of disability rights organizations Zenshoren, which is a progressive coalition of diverse disabled persons with various protests against ableist policies (Wakabayashi, 1986; Hayashi and Okuhira, 2001).

However, obstacles from both external and internal had challenged the further development of Aoi Shiba. The external one was that many oppressed groups raised their voices on the sexism (feminism) of the incident of a mother killed her disabled child in 1970 who later was prosecuted as a result of Aoi Shiba's accusation (Wakabayashi, 1986; Tateiwa, 1990; Nagase, 1995; Hayashi and Okuhira, 2001). The Disability Rights Movement was blamed as it made the "mother", a female to be as an enemy (ibid.). The internal one was the inner organizational conflicts between the disabled persons and the non-disabled persons in the activities of the movement. Angers of the disabled persons due to the experiences of being abused by the ableist society were taken out irrationally towards the non-disabled persons who worked around them in the movement (Hayashi and Okuhira, 2001). Different opinions could not meet an agreement between the disabled and non-disabled persons resulted in that many left the organization (Hayashi and Okuhira, 2001).

Independent Living Movement in 1980s

The Disability Rights Movement had started to broaden its purview in 1970s, such as opposing the institutionalization of disabled people and demanding the integration of disabled children into public schools (Hayashi and Okuhira 2001). Starting in 1981, Japan entered to the new stage of the Disability Rights Movement, due to the advocates from the United States (ibid.).

The world's first Independent Living Centre (ILC) was established in Berkeley in 1972 (Hayashi and Okuhira 2001). To promote disabled people's equality of opportunity and participation in community life was the goal of ILC (ibid.). More ILCs were established in different cities of the United States when the United Nations declared the International Year of Disabled Persons in 1981 (Hayashi and Okuhira 2001). In 1986, the first ILC in Japan was established as a result of the International Year of Disabled Persons that prompted visits by the United States disability rights advocates to Japan (Hayashi and Okuhira 2001). The United States had introduced the concept of independent living to Japan while some disabled Japanese were invited to the United States to learn more about ILC (ibid.).

During 1980s, Japan's Disability Rights Movement showed that live independently in the community was the main theme. Such independent living movement in Japan had influenced the Japanese social welfare system where other Asian countries, neither similar movement nor related welfare were founded. Since the International Year of Disabled Persons 1981 United

Nations International laws were put into effect, Japan started reforming its disability laws in terms of recognizing the special needs of the disabled through traditional welfare and rehabilitation programs, as well as through the disability employment laws (Heyer, 2000: 1). Laws and policies concerning disabilities persons have followed the 1981 United Nation laws to meet a normalized society. The Ministry of Health and Welfare reported a definition of normalization in 1982 which clarified that all people are equal in any term of activities in the society, regardless of the presence of any disability. Due to the independent living movement, Japan becomes the leader in vocational rehabilitation and in disabled persons' independent living in Asia (Heyer, 2000; Hayashi and Okuhira, 2001).

Current Disability Rights Movement

Disabled people stopped being activists to live independently by 1990s, which can be seen as the success of the independent living movement since 1980s (Hayashi and Okuhira, 2004). During the past few decades, Japan has gradually issued and reformed its disability laws with an ongoing disability movement while the awareness of maintaining equal rights and opportunities blooming among the disabled. In 1987, the Constitution guaranteed all people enjoy the free choice of any jobs and revised the Physically Disabled Persons Employment Promotion Law (Sashiba, 2006). Therefore, visually impaired persons have the same right to participate in jobs which are suitable for them. In recent years, there are about 71,800 visually impaired persons at work, of which, 35,000 are self employment (ibid.). This high proportion of self employment has shown their very independent and equal social status same as non-visually impaired persons.

While the visually impaired persons in Japan have reached a promising future due to the Disability Rights Movement in the past decades, Hayashi and Okuhira (2004) have addressed that the current disability right movement in Japan still has a long way to go. It also represents a new era of the Disability Rights Movement in Japan. They summarize five aspects of the current Disability Rights Movement.¹⁰ Among these five aspects, Japan has already begun the last aspect as to support independent living movements in other countries of Asia, while the other four remain uncovered. The study of the Modern Guide Dog Movement will fill such gap of the related researches.

¹⁰ The five aspects have been mentioned in *Overview*, see at 4.

3.2. Japanese Guide Dog Movie *Quill*

The Japanese guide dog movie *Quill* was based on a real story of a guide dog named Quill, who was born in 1986 and dead in 1998 (Akimoto and Ishiguro, 2001). The movie was first released in Japan on 13 March, 2004 and was directed by a Japanese director Yoichi Sai, who applied a documentary alike structured for the movie to explore the life of the guide dog Quill. No English literature on the movie *Quill* has been found. Due to the lack of academic reference, the author turns to the source from the available websites on movie *Quill* and has watched the movie four times to discovery detailed information about guide dogs in Japan.¹¹

Storyline

Quill is a yellow Labrador Retriever puppy born in Tokyo. He is donated and selected as a potential guide dog to a guide dog training center. As a first step to be a professional guide dog, he is sent to live with a guide dog volunteer couple, Isamu and Mitsuko Nii. One year later, as an adult dog, he is taken to a guide dog school by a professional guide dog trainer, Mr. Satoru Tawada. During the training, Quill is found to be a little slower than the other dogs at the school. However, Tawada discovers that Quill has an empathy and remarkable patience with his trainers. Tawada introduces Quill to Mr. Mitsuru Watanabe who is a snubbed middle aged visually impaired person. At first, Watanabe does not feel interested in using a guide dog in his daily life at all. He strongly refuses Tawada as he thinks it is skeptical to use a guide dog to lead his way. However, Tawada insists that Quill is an ideal guide dog for Watanabe. Due to Tawada's efforts and help, gradually, Watanabe is willing to use Quill and is trained for weeks to learn how to walk with him. He is rehabilitated, and is able to walk faster than before. However, after two years service for Watanabe, Quill is back to the training center as Watanabe is sick and stays at a hospital. After Quill returns to the center, he works as a demonstration dog for eleven years. Finally, he is retired and sent back to the guide dog volunteer Nii family where he spends his last year of his life and dies at age of 12.

Three Groups in the Movie: Elites, Visually Impaired Persons and the General Public

Although the movie storyline follows the life of the guide dog Quill, people are definitely involved as well. These people can be cataloged into three groups: elites, visually impaired

¹¹ The internet source of movie *Quill* consists of the following websites: Quill (2004). <http://www.imdb.com/title/tt0400761/> (accessed 10. September 2011); <http://www.quill-movie.com/> (accessed 25. September 2011); <http://www.reelfilm.com/tiff0409.htm#quill> (accessed 10. September 2011); NHK - *Quill* Drama <http://www.nhk.or.jp/drama/archives/moudou/> (accessed 17. September 2011); Quill's Room <http://www.bunshun.co.jp/quill/> (accessed 17. September 2011)

persons and the general public. Elites are the people who are guide dogs experts and help visually impaired to learn how to use guide dogs, such as the trainer Tawada Satoru. Visually impaired persons are more diverse in the movie. One type is those who use guide dogs in their daily life, which can be represented as Watanabe Mitsuru and other visually impaired persons who are trained together in the guide dog training center. The other type is the general group of visually impaired persons who don't use guide dogs, such as Watanabe's friends in the other disability center. The general public is people who are neither guide dog trainers nor visually impaired persons. However, among them, the guide dog volunteer couple, Isamu and Mitsuko Nii represent those who support guide dogs.

During the 100 minutes long movie, attitudes toward Quill are changed among different people, especially that of Watanabe. He first "would rather sleep than be dragged around by a dog" (see at the 27th minutes of the movie) but gradually he trusts Quill and appropriates his service because of Tawada's insistence and help, as well as Quill's loyalty and patience. Watanabe's son is interested in dogs but firstly doesn't seem to know much about that a guide dog is a well trained working dog instead of just being a normal pet dog. When he gradually knows that Quill is very responsible and smart, he has a "party" for Quill on a hot day to thank his service for his dad. However, Quill supposes to be kept outside the house.¹² When Watanabe finds out his son takes Quill inside, he is very angry. However, Mrs. Watanabe helps Quill and the little Watanabe be not blamed by saying that "Quill, isn't it so cool inside? Don't let him stay outside, it is too hot." (See at the 66th minutes of the movie). Mrs. Watanabe doesn't like dogs but at that moment, due to the long time that Quill has serviced to Watanabe, she kindly takes out a blanket and puts on the floor in the room for Quill to sit on. Such changes help Quill be treated more friendly and understandingly, and also brings fun and happiness to this family.

In the movie, elites such as Tawada, plays a role in helping visually impaired persons to accept and learn about using guide dogs. Especially, the movie shows how Tawada helps Watanabe change his attitude towards Quill. Visually impaired persons as Watanabe, he receives more than a guide service from Quill, but also he tends to be milder and happier with Quill. Such changes also can be seen in the movie when he speaks proud of Quill and explains how skilled that Quill is to his disabled friends. They are amazed by Quill and the atmosphere

¹² Not sure about the reason. One reason might be the thoughts towards dogs to be "dirty". In recent years, guide dog users keep their dogs inside houses (The Guide Dog User, 2011-02-10).

is very pleased among them. Quill gradually becomes a trustworthy friend, a good company, besides being a professional guide dog. Watanabe even comes back to the training center and walks with Quill for a while as a goodbye as later in the movie he dies from a disease. He has emotional attached with Quill as he appreciates his loyalty and patient service. Visually impaired persons like Watanabe who uses a guide dog are found increased confidence, increased independence, changed public interaction (Miner, 2001).

3.3. Theoretical Framework

Resource mobilization theory is applied to analyze the conditions as to the produce of the Modern Guide Dog Movement in Japan. The theoretical framework for the thesis is based on resource mobilization theory under a broader context of the Disability Rights Movement.

Resource mobilization theory (RMT) emerged in the 1970s and has developed continuously into the 21st century (Buechler 2000, 34; Kendall 2007, 497). It stresses the ability of the movement's members to acquire resources and to mobilize people towards accomplishing the movement's goals (Kendall 2005, 531). The theory contains a general argument on the concept of resources range from knowledge, money, labor, access to the media, solidarity and internal and external support from power elite (Freeman 1979; Gamson and Fireman 1982). Recently, scholars on resource mobilization theory put an emphasis on the legitimacy and ideology as well as material resources (Zald and McCarthy, 1987; McAdam and McCarthy, 1998; Kendall, 2007).

In contrast to the traditional collective behavior theory, RMT is based on the assumption that a social movement is rational, institutional rooted and a political challenge (Buechler 2000, 35; Kendall 2007, 497). RMT also views that adequate resource and motivated people are essential to a concerted social movement (Buechler 2000, 34; Kendall 2007, 497). Therefore, the role of a social movement organization and the mobilization of resource are the central concerns of resource mobilization theory. Applying for the Modern Guide Dog Movement in Japan, guide dog institutions as the movement organizations are necessary to be studied in order to introduce the general process of the guide dog movement. The study should include how they mobilize the resources.

According to Buechler's statement (2000: 35), there are two main camps of RMT. One camp can be represented by McCarthy and Zald (1977, 1973) as they are seen as the originators and

major practitioners of the entrepreneurial version of the theory, while the other one can be represented by Tilly (1978) and McAdam (1982) who bring out the political version of the theory. In other words, the two camps could be roughly divided due to their different focuses. The former emphasizes the importance of the economic relationships besides the other resource while the latter highlights the power struggles for a potential success of a social movement. However, critics say it ignores the role of culture and symbolic life world but only focus on the political and economic domains (Buechler 2000, 38; Habermas, 1987, 1984).

While the critics and debates over RMT are continued, Morris (1984) has made expansion of the theory with an emphasis on the “indigenous” resources rather than roughly choosing one of the camps. Indigenous resources are typically native factors that other regions or countries might not have. According to this perspective, in the case of the Modern Guide Dog Movement in Japan, the leaderships and the ongoing Disability Rights Movement are the indigenous resources. In addition, the guide dog movie *Quill* can be interpreted as a special aspect of culture which represents the other type of the indigenous resources in the case of Modern Guide Dog Movement in Japan.

Therefore, the thesis follows the idea of focusing the indigenous resources in Japan as it not only critically help narrow down the study of the Modern Guide Dog Movement in Japan, but also lead to address the final research question about the characteristics of the Modern Guide Dog Movement in Japan.

Within the framework of RMT, the study of the general process of the Modern Guide Dog Movement emphasizes on how the Modern Guide Dog Movement organizations (guide dog institutions) mobilize the three indigenous resources which consist of the leaderships, the ongoing Disability Rights Movement and the guide dog movie *Quill* as to produce the Modern Guide Dog Movement in Japan.

4. Research Design

4.1. Methodology

This is a qualitative research which introduces the general process of the Modern Guide Dog Movement in Japan. In order to reach the research purpose, a fieldwork was conducted in Tokyo, Japan in the spring 2011. It consists primarily of interviews and participant observations. In addition, emails and telephone calls were used to assist the research to have

other related documentary data from the Ministry of Health, Welfare and Labor of Japan, the Ministry of Land, Infrastructure, Transport and Tourism of Japan.

Due to big number of guide dog institutions in Japan, it is difficult to travel all over Japan and to collect all the data from all guide dog institutions in Japan within the limited time to complete the thesis. Therefore, the research chooses JGDA as the focus group of the Modern Guide Dog Movement organization. It is because that JGDA is not only the first guide dog institution in Japan but also has played a leading role in the Modern Guide Dog Movement in Japan, with more than 50% amount of guide dogs are provided by them to the public (JGDA, 2010).

The main purpose of the fieldwork was to learn how the Modern Guide Dog Movement organizations which represented by JGDA have managed to mobilize the three indigenous resources: the leaderships, the ongoing Disability Rights Movement and the guide dog movie *Quill*. In addition, to cover the missing data of the Modern Guide Dog Movement which couldn't be got from background study was also the mission of the fieldwork.

4.2. Documentary Data

The documentary data were from three parts: the Ministry of Health, Welfare and Labor of Japan, the Ministry of Land, Infrastructure, Transport and Tourism of Japan and JGDA. The purpose of maintaining the documentary data was to have an overview of Japanese social context with a special focus on the beneficial perspectives to visually impaired persons.

First of all, data from the Ministry of Health, Welfare and Labor of Japan (2003, 2006, 2009) show that the number of visually impaired persons in Japan hasn't been increasing during the past ten years.¹³ The number remains around 310,000 on average each year which is about 0.2% of the whole Japanese population.

Secondly, according to the Ministry of Land, Infrastructure, Transport and Tourism of Japan, comparing to the 0.2% of the population, visually impaired persons are greatly provided with supportive social facility. 94.7% of facility of public transportation in Japan (railway station, airport, bus terminal and ship terminal) has installed guide blocks (the Ministry of Land,

¹³ The Ministry of Health, Welfare and Labor of Japan makes a record of the number of visually impaired persons each three years.

Infrastructure, Transport and Tourism of Japan, 2009). It has greatly helped the visually impaired people live their social daily lives easily, with a high mobility and safely.

Guide blocks were invented in Japan by Mr. Miyake Seiiti (Takashi, 2004). They consist of a uniform pattern of small bumps which can be felt underneath the shoes while standing or walking. They are usually outlined in yellow and have been built in public places such as train stations, streets, buildings (ibid.). During 1970s, due to some accidents that visually impaired persons fell from the platform and were injured or killed by the train in the past, visually impaired persons with the help from the visually impaired organizations had pushed the progress of building guide blocks by sending their request to the Ministry of Transport (the Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2010). Therefore, the building of guide blocks in Japan has started in 1970s and the Ministry of Transport had made voluntary guidelines of universal design about road, building and transportation during 1970s to 1980s (ibid.). At the period of this time, the Disability Rights Movement in Japan was moving from a radical movement to the independent living movement (Hayashi and Okuhira, 2001). It indicates that Disability Rights Movement has positively influenced the building of guide blocks over the public places for visually impaired persons.

The railway company also started to build guide blocks on the platform. The Act on Buildings Accessible and Usable by the Elderly and Physically Handicapped was enacted in 1994. Under this law, while new buildings are constructed for public use, it has to comply with accessible standards, including installing guide blocks (the Ministry of Transport, 1994). In 2000, the Law for Promoting Easily Accessible Public Transportation Infrastructure for the Aged and the Disabled was enacted (the Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2000). It mentioned that a new facility or a new vehicle to be used in the provision of public transportation must be accessible. They should comply with accessible standards, including installing guide blocks and information board¹⁴ for visually impaired persons (ibid.). In 2006, the above two laws have integrated into one law (the Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2007).

Finally, official data from JGDA consists of media reports on JGDA, annual donation and

¹⁴ From the observation of public places in Tokyo, 2011, Braille are signs can be touched to understand. They usually can be seen in public such as elevators, toilets.

annual visitors.¹⁵ Media has put lots of attention to JGDA since 2004 after movie *Quill*. The number of pieces of media reports on JGDA is 404, 521, 645, 513, 572, 535 from 2004 to 2009, which on average are more than 500 pieces per year (JGDA, 2004-2010). The amount of the funding of each year is: 1,102,502,425; 996,707,294; 983,911,094; 910,846,305; 899,843,217; 916,764,963 in Japanese currency, which is around \$11,520,000 on average each year. Among this funding, while government financial support is only a small amount, the public donation is 70% of the each year on average (JGDA, 2004-2009), which is around \$ 8,064,000 per year from the public donation.

Cyranoski (2007) argues in his article *Philanthropy: A country without alms* that the Japanese make few charitable donations as a cultural reticence about giving. However, this statement does not explain the big donation from the public to guide dog institutions in Japan, especially in the case of the public donation for JGDA. The booming year was 2004, when the first guide dog movie in Asia was released. It proves the important role that movie *Quill* has played. However, it tends to be decreasing year after year since 2004. In 2009, the amount was increasing again. This might because of the opening of a branch center of JGDA in Shimane with extra yearly visitors of 2259 people (JGDA, 2010). The numbers of visitors to JGDA from 2001 to 2010 are: 4319, 5158, 6186, 9771, 6904, 17642, 30717, 36938, 49388, 51383 (ibid.). The number was increasing significantly in 2004, but was decreasing in 2005. However, the later number continued increasing year after year. The reason why in 2005 the number was decreasing might be the preparation of a bigger branch center of JGDA. The efforts of JGDA staff were put on the preparation of the Fuji Harness center in 2006 (JGDA, 2010). As a result, the number of visitors was doubled than the former year.

4.3. Interviews and Participant Observations

The main interviewees were: Mr. Tawada Satoru¹⁶ and a guide dog user who is from JGDA. The observations combined three parts: Daily observation of visually impaired persons, guide dogs and other related information in public places, observation of activities in the training center of JGDA and observation of the guide dog user in public places.

¹⁵ Data of media reports and donations are only available from 2004 to 2009. JGDA was not able to further inform the reasons. The researcher assumes there are two reasons of the unavailability: the amount of media reports and donations might not be significant before, due to the small amount of visitors and reports; In 2004, JGDA was started to be re-organized, former data might thus be missing or hadn't been ever recorded.

¹⁶ See *Ethical Consideration*, at 24.

List of Interviews:

1. Interviewee: Tawada Satoru from JGDA.
Date: January 27, 2011.
Place: Kanagawa Training Center of JGDA

Main purpose: To learn his leadership on the Modern Guide Dog Movement.

Main Findings: Tawada Satoru joined in JGDA in 1974. During his first nine years in JGDA, he had met difficulties consist of a lack of guide dog knowledge, experts and policies, as well as a lack of understanding towards the use of guide dogs not only among the general public, but also visually impaired persons. He explained that although the idea of guide dogs was influenced from the United States, most training skills and knowledge in guide dogs were gradually gained through self-learning. Many trainers quit and left due to the hardship of training guide dogs at that time. He earned little money during that time. His insistence was totally because of his personal believes on the guide dog future and concerns about visually impaired persons. Few people understand what he was doing.

Tawada had seen the success of guide dog service for visually impaired persons in the United States. He has some close friends who are visually impaired persons. Due to these two reasons he started to have a keen concern of the visually impaired persons' independent living using guide dogs. In addition, he also likes spending time with dogs. He has realized long time ago that if combine both help and company from a guide dog, a visually impaired person might live happier. After these nine years, he moved to Kyoto to further influence more visually impaired persons and help train more guide dogs. In 1995, Mr. Satoru Tawada went to Queensland, Australia in order to exchange his experience in guide dog training skills with a wish to have further inspirations from other guide dog trainers abroad. He was back to Japan in 2002 and continued to help the guide dog institutions in Kyoto until 2004.

During the past few years, he and many more non-visually impaired persons together with charities and organizations for visually impaired persons has contributed to the development of the Modern Guide Dog Movement with more guide dog institutions and guide dog policies to maintain the rights of visually impaired persons. JGDA remains a close network through annual or monthly meetings and activities for the visually impaired with the National Council of Social Welfare Institutions for the Blind, Japanese Federation of Blind Society, Japanese Association of Rehabilitation for the Visually Impaired, Japanese Society for Low-vision

Research and Rehabilitation, and Japanese Society of Service Dog Research in order to achieve the mutual goal of helping visually impaired persons a better life and equal rights.

2004 was a happy year for Tawada. It remarks a new era of the Modern Guide Dog Movement in Japan. Because of the movie *Quill*, many media agencies came to interview Tawada and JGDA. JGDA not only received a big amount of donation from the public which enabled JGDA to enlarge its facilities, but also had much more public visitors in 2004. Money is essential for the guide dog movement, as it supports JGDA to go further. He was back to JGDA in 2004, and helped JGDA reorganized in many ways: setting donation boxes for guide dogs all over Japan, making official records on the annual number of media reports, visits, and annual amount of public donations, analyzing the development of JGDA to find better ways to promote the Modern Guide Dog Movement.

In addition, in order to meet further social acceptance of guide dogs, he and other staff decided that JGDA to arrange activities opened to the public releasing on its official website. Activities include showing the facilities of guide dog institutions, presenting guide dog knowledge and providing guide dog using and volunteer experience. At the same time, He has received Japanese royalty and many celebrities' supports the development of the Modern Guide Dog Movement by visiting JGDA. The promotion teams of JGDA visit schools, communities, organizations, companies to spread the knowledge in guide dogs.

2. Interviewee: A guide dog user from JGDA.

Date: February 10, 2011.

Place: A café bar near Azamino Station in Tokyo.

Main Purpose: To learn a guide dog user's experience in Japan.

Main Findings: As the user has been visually impaired for ten years, he has used two guide dogs already. He changed his attitude towards guide dogs during the past ten years due to the involvement in JGDA. He said he can tell more blind blocks and other improvements in infrastructure that have been built. He also feels that in recent years his guide dog experiences less distraction while traveling. He has received more reminders who tell the light is green when he is with his guide dog. He joked that he was not that popular when travelling alone using the white cane.

However, during the past years, he experienced people who were lack of guide dog knowledge disturbed him and his dog though the total times being bothered are not so many. These experiences include attacks from pet dogs while their master didn't pay enough attention to keep their pet dogs a center distance away from him and his dog; people who wanted to pat his guide dog when the guide dog was "at work" which means the guide dog should not be disturbed. He usually tries to maintain his rights by telling those people his dog is at work. He would say: "Please do not bother my dog; Please keep pet dogs away from my dog if you already see us coming. The lucky thing is that he never has been rejected with his guide dog in any public places.

All in all, he thinks his guide dog helps him receiving more attentions from the public and he feels appreciated when people kindly tell him when the traffic lights changed. He supposes that because of his guide dog, he tends to go out more often, not only he feels safe and happy traveling with his guide dog, but also he thinks it is good for the dog to go out as well.

Participant Observations

The participant observation consists of daily observations in public places (subways, stores, streets) and a visit to the Kanagawa Training Center on January 27. In addition, a three-hour observation of a visually impaired person accompanied by a guide dog trained from the Japan Guide Dog Association, on February 10 in the area of Azamino Station in Tokyo.

1. Daily Observation in Public Places

On average, the research saw at least two visually impaired persons in random public places each day. They were able to maintain their mobility following guide blocks, sound traffic signal system, and Braille. The research also found that visually impaired persons were assisted by non-visually impaired persons in different activities. One was a group of visually impaired persons who seemed to have a tour in Tokyo. They were in the group lead by non-visually impaired persons using speakers. The other one was several visually impaired persons who were attending a running competition with other non-visually impaired persons. Visually impaired persons had personal assistants who lead their way while running.

As to the guide dogs in Japan, the research saw a sign of "we support guide dogs" on a private car on a street. The research also found guide dog donation boxes are "everywhere" since they

can be seen at the reception of a supermarket, at the gate of a shop and outside a food store. The donation box has a guide dog image on the top, contains free folders for people to get and read. The fold has brief guide dog knowledge and encourages people to support guide dogs providing with various ways: making a donation, becoming a volunteer, visiting a guide dog institution.

The researcher found an interesting company in Tokyo which has nothing to do with guide dogs called AUN Consulting, Inc; however, it uses a guide dog image as company logo.¹⁷

2. Observation in the Kanagawa Training Center of JGDA

Guide dog training system in JGDA consists of trainings lessons for both guide dogs and guide dog users, as well as research department for better guide dog breeds. The researcher saw a guide dog breeding lab, a guide dog exam room, a guide dog handlers' training area (a room for guide dog handler and its dog learning cooperation), and a gift shop at the reception which has lots of guide dog related gifts for visitors to buy. The incomes go to guide dog funding.

3. Observation of the guide user in Azamino Station

The route of the observation was started from Azamino Station taking train with the user, back to Azamino Station and going out of the station, walking ten minutes until we arrived at a café bar. The user seemed very much familiar with his route as he didn't stop unless his dog stopped. It might be because he fully trusts his dog. The guide dog always stopped in front of the train to make the master know it was one step in front of him. He ordered the dog to lead him into the carriage after checking the passage ahead using his white cane. A white cane is a stick-shaped tool for visually impaired persons to lead their way when traveling, some like his can be folded and be put into the pocket.

On the train, people around him looked at the dog in a friendly manner for several seconds in silence, before turning back to their newspapers or phones. A school girl was looking at the user and his dog for the whole travel and she finally told us she had guide dog promotion in her school so she knows lots about guide dogs. The guide dog had led a very good route

¹⁷ AUN Consulting, Inc. <http://www.auncon.co.jp/english.html> (accessed 16. February 2011) The research was not able to interview the company as it didn't reply the request of interviews. Finally, the researcher was told by a local friend who knew a bit about the boss of the company that the boss is a keen fan of guide dogs. Therefore he applied guide dog image as his logo to express his support and love of guide dogs in Japan.

for its master after we got off the train. It stopped at every step and turned corners while waiting for further orders.

While traveling on the street, no one even once disturbed the guide dog handler or the dog. People at the busy crosswalks often made extra room for them to pass. When the user and his dog entered the café bar, no one refused or stopped him enter with the guide dog. People even let him be the first to order to save his waiting time at the queue. We finally sat at a cafe bar in an outside area. The user took out a blanket for the dog to stay on, and took off his handle from the dog as a sign for the dog that it was the “break time from the work”. During this time, a man who was a little bit drunk and came to pat the guide dog. He had a conversation with the user and said he really likes guide dogs as he thought they were smart and royal. He didn’t bother the user so long and left with “thank you so much” in Japanese.

4.4. Ethical Consideration

The research purpose and the intended use of the data have been explained to every informant during the research. The official documents and personal works (presentations, unpublished official data) are allowed to be applied in the thesis. Except Mr. Tawada, the rest of the informants are guaranteed anonymity in this entire thesis. Mr. Tawada plays an essential and remarkable role in the Modern Guide Dog Movement who is the real trainer of the famous guide dog Quill. He is one of the first guide dog experts in Japan who knows the general guide dog development in Japan. Due to his importance to the thesis, he approves my request of his identification in the thesis. The other interviewee is applied as “The Guide Dog User” in the thesis.

4.5. Disposition

In the rest of the thesis, the three-stage Modern Guide Dog Movement is presented in three sections: the preliminary stage of the Modern Guide Dog Movement in Japan in 1960s, the coalescence stage of the Modern Guide Dog Movement in Japan from 1970s to the beginning of 2000s, and the institutional stage of the Modern Guide Dog Movement in Japan from 2004 to present. The leaderships of the Modern Guide Dog Movement are addressed partly in the first section and partly in the second section. The ongoing Disability Right Movement with a special focus on visually impaired persons weights in the second section. The role of guide dog movie *Quill* together with the general public in the Modern Guide Dog Movement is analyzed in the third section.

Finally, a conclusion which consists of a discussion of the three research questions, a summary of the general process of the Modern Guide Dog Movement in Japan, as well as limitations of the thesis and recommendations for future research is presented in the end.

5. Preliminary Stage of Modern Guide Dog Movement in Japan in 1960s

The purpose of the research is to introduce the general process of the Modern Guide Dog Movement in Japan. The first stage of the movement occurred in the 1960s. The external influence from the United States and the political elite leadership have made this stage possible.

5.1. Emergence: An External Influence

The Modern Guide Dog Movement started at a similar time as the Disability Rights Movement in the 1960s (Heyer, 2000; Hayashi & Okuhira, 2001). However, the emergence of the Modern Guide Dog Movement did not have the same cause as the Disability Rights Movement. The Disability Rights Movement was started due an increase in self-awareness of their rights by a group of disabled Japanese people called “Aoi Shiba” (Wakabayashi, 1986). However, the Modern Guide Dog Movement emerged mainly because of external influences. The United States opened the world’s first guide dog institution for the public in 1927 (Miriam, 2010). Since then, many countries followed its lead (IGDF, 2010). In Asia, Japan has been keen to follow.

In 1967, Japan changed the function of guide dogs from military use during World War II, to public use. This change was initiated by the establishment of the JGDA (JGDA, 2009). It was during the time of the “1950s-1970s economic miracle” that Japan was rising from the ashes of defeat to become an economic power (Tipton 2002, 177). During this time, Japan and the United States had a close relationship on mutual foreign affairs (ibid.). Due to this close relationship, Japan had access to basic information on guide dogs for public use from the United States (Tawada, 2011-01-27). From this perspective, the United States played a role in inspiring Japan’s public use of guide dogs.

5.2. Political Elites as Initial Leadership

While the idea of guide dog use for the general public was “imported” from the United States, political elites in Japan also contributed to the establishment of the first guide dog institution

in Japan. They acted as the initial leadership of the Modern Guide Dog Movement in Japan. The leadership was represented by Hisatsune Sakomizu together with other political elites who were from the Ministry of Welfare.¹⁸ Hisatsune Sakomizu was the founder of JGDA who was a member of the House of Councilors (JGDA, 2009). The House of Councilors is the upper house of the Diet of Japan which is the successor to the pre-war House of Peers with the power of taking final action on a proposed budget in.¹⁹ The political power of Hisatsune Sakomizu and representatives from the Ministry of Welfare allowed for the establishment of JGDA with a considerable budget and policy supports for the further development of the Modern Guide Dog Movement in Japan.

Before becoming the founder of JGDA, Hisatsune was the chief secretary to the Cabinet of Japan during World War II (The United States Strategic Bombing Survey, 1946). During that time, he suggested that Japan should stop the war since he realized that Japan could no longer continue its involvement due to lack of resources (ibid.). His strong ability of analysis continued to play an important role after World War II while following the path of the United States in regard to guide dogs for the public. The first related law on guide dogs was issued five years after the establishment of the first guide dog institution in Japan (JGDA, 2007). Without any similar legal case to be followed or referred to, his important political position and personal strengths, together with the other leaders from the Ministry of Welfare, had made the possibility for the guide dog law to be ratified highly plausible.

Hisatsune was the son-in-law of former Prime Minister Keisuka Okada (The United States Strategic Bombing Survey, 1946). This family connection together with Hisatsune's ability of administration probably provided him considerable influence on the development of the Modern Guide Dog Movement both financially and legally.

Hisatsune together with other political elites made the first stage of the Modern Guide Dog Movement possible with their high standard of leadership. They played a role in "opening" the door of the guide dog service to the public. They brought the idea of guide dogs for public use from the United States which was foreign to the public at that time (Tawada, 2011-01-27).

¹⁸ Japan Guide Dog Association. <http://www.moudouken.net/english/history.html> (accessed 17. September, 2011)

¹⁹ House of Councilors, The National Diet of Japan. <http://www.sangiin.go.jp/> (accessed 20. September, 2011)

The political elites contributed to the Modern Guide Dog Movement in Japan with a smooth beginning, setting the stage for a promising future.

6. Coalescence Stage of Modern Guide Dog Movement in Japan from 1970s to the Beginning of 2000s

From the 1970s to the beginning of the 2000s the coalescence stage of the modern guide movement occurred. At this stage, the Modern Guide Dog Movement was organized on a regional level. During this time, ten additional guide dog institutions had been established together with the introduction of new guide dog policies. Guide dog experts have been at the head of the new leadership since the 1980s. They have contributed to the progress of the Modern Guide Dog Movement in regard to the group of individuals they intend to benefit: visually impaired persons.

6.1. Rising of Guide Dog Institutions and Passing of Guide Dog Policies

Due to the political elite leadership of the Modern Guide Dog Movement since 1960s, the following 1970s was a booming period of establishment of guide dog institutions. From year 1971 to 1975, five more guide dog institutions have been established at the regional level (JGDA, 2009). Together with the rising number of guide dog institutions, two policies on guide dogs were passed. The first is Service Standards for Passengers in 1972 (The Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2010). It stated that visually impaired persons are allowed to be accompanied by their guide dogs on trains. The second was the Revised Road Traffic Act in 1978 in which it was legally declared that guide dogs are allowed on the bus and in the taxi with visually impaired persons (Research Committee on Dog Guides, 1998).

However, the rising of the number of guide dog institutions was paused in 1975 and growth didn't continue until 1983. This may have been due to the passing of founder Hisatsune Sakomizu in 1977.²⁰ This probably resulted in a slower development of the Modern Guide Dog Movement.

The establishment of new guide dog institutions continued again from 1983 to 2002 (JGDA, 2008). Between the 1980s to the 1990s, the social context of the Independent Living

²⁰ House of Councilors, The National Diet of Japan. <http://www.sangiin.go.jp/> (accessed 20. September, 2011)

Movement in Japan probably influenced the Modern Guide Dog Movement positively. Since the United Nations International laws were put into effect in the International Year of Disabled Persons 1981, Japan started reforming its disability laws in terms of recognizing the “special needs of the disabled”. This was accomplished through traditional welfare and rehabilitation programs, as well as through disability employment laws (Heyer, 2000: 1). This brought an optimum social context for the development of modern guide movement organizations.

Under the positive influence of the independent living movement, as well as the co-efforts made by guide dog institutions and other Disability Rights Movement organizations (Tawada, 2011-01-27), five more guide dog institutions were established, during which three new guide dog policies were passed.

In 1981, policy was revised by the Ministry of Welfare to allow visually impaired persons to enter hotels and restaurants accompanied by their guide dogs (Ministry of Health, Labor and Welfare of Japan, 1981). In 1998, the Ministry of Welfare notified medical facilities to receive patients or visitors who are accompanied by their guide dogs (Research Committee on Dog Guides, 1998). In 2002, as a result of long -term efforts by different assistance dog institutions (guide dogs, service dogs, and hearing dogs) and their users, the Law Concerning Service Dogs for People with Disabilities was passed by the Diet of Japan (Committee for the Promotion of Assistant Dog Development, 2002). Guide dogs for the visually impaired, as well as those involved in other type of service, were included in this law. This law clarified the responsibilities of both guide dog users and trainers, and provided access to the users (visually impaired persons) with their guide dogs in public facilities, transportation and any other public place (Japanese Society of Service Dog Research, 2005).

6.2. New Leadership: Guide Dog Experts

As an indigenous resource for the Modern Guide Dog Movement, the ongoing Disability Rights Movement in Japan has provided an optimum social context to the continuous booming of guide dog institutions and to the passing of guide dog policies since 1980s. In terms of helping visually impaired persons become guide dog users, the efforts own to guide dog experts, who are considered the new leadership of the Modern Guide Dog Movement.

Guide dog expert leadership started at the stage when lots of “trouble” existed for guide dog

institutions to take action upon to “solve” (Kendall, 2007:495). Although Japan had an early start in the Modern Guide Dog Movement, due in part to external influence from the United States, the new leadership of guide dog experts faced several new issues. They included a lack of guide dog knowledge, lack of experts and further detailed policies, as well as a lack of understanding towards the use of guide dogs. This lack of understanding was not only among the general public, but also among visually impaired persons (Yoichi, 2004; Matsunaka and Koda, 2008; Tawada, 2011-01-27).

Tawada Satoru is one of the few guide dog experts who have conquered difficulties since 1970s to today. Guide dog experts act as the other essential part of leadership in the Modern Guide Dog Movement besides the initial political elite leadership. Without any related literature on their efforts on the Modern Guide Dog Movement, the guide dog movie *Quill* (2004) and the interview of Tawada Satoru (2011-01-27) have provided an understanding of the contributions that guide dog experts have brought to the movement.

Guide dog experts have played a role in “inviting” visually impaired persons to join in the Modern Guide Dog Movement. They aid visually impaired persons by training and offering them qualified guide dogs. In addition, they promote the understanding and acceptance of using guide dogs as means of independent living for visually impaired persons. (Yoichi, 2004; Akimoto and Ishiguro, 2001; Tawada, 2011-01-27).

Unlike the traditional Disability Rights Movement, in which the leaders are mostly disabled persons themselves (Hayashi and Okuhira 2001), the Modern Guide Dog Movement is lead by non-visually impaired persons who have an earlier awareness of using guide dogs to maintain a better service for visually impaired persons’ independent living (Tawada, 2011-01-27). Under the initial political elite leadership, the Modern Guide Dog Movement was started at a high centralized point as JGDA was established in the Japanese capital city Tokyo. Meanwhile, guide dogs were not populated at a regional level. It thus required time for visually impaired persons to get familiar with guide dogs, which were totally foreign to them. Therefore, guide dog experts as the new leader at the coalescence stage of the Modern Guide Dog Movement had to take actions to introduce and to encourage visually impaired persons to use guide dogs (Yoichi, 2004; Akimoto and Ishiguro, 2001; Tawada, 2011-01-27). Guide dog experts also had to help spread guide dog training skills to more guide dog institutions in different regions in Japan to have more guide dog experts (Tawada, 2011-01-27).

6.3. Visually Impaired Persons and Modern Guide Dog Movement

The acceptance of guide dogs occurs among visually impaired persons, not only as a result of guide dog experts' training and encouragement, but also due to an increasing emotional attachment with the dogs after spending time with them (Yoichi, 2004; The Guide Dog User, 2011-02-10). Guide dogs are considered to be trustworthy and loyal. (ibid.). With the help of guide dogs, visually impaired persons are more confident, have increased independence, and have an improved ability to interact with the general public (Miner, 2001; Yoichi, 2004; The Guide Dog User, 2011-02-10).

Due to the benefits that using guide dogs have brought to visually impaired persons, guide dogs are in high demand (Tawada, 2011-01-27). An increase in guide dog users and the growing demand for guide dogs are the best proof of visually impaired persons' acceptance of guide dogs. This is also how visually impaired persons became involved in the Modern Guide Dog Movement.

In addition, the ongoing Disability Rights Movement has encouraged visually impaired persons to be involved in the Modern Guide Dog Movement in two aspects: first, the highly mobile and safe social facilities, and second, the disability laws which include guide dog policies for visual impaired persons.

In Japan, 94.7% of public transportation facilities have installed guide blocks (the Ministry of Land, Infrastructure, Transport and Tourism of Japan, 2009). In addition, traffic signal systems and Braille further help visually impaired persons' mobility in public places.²¹ These improved public facilities make it possible for visually impaired persons to travel with their guide dogs in a safer manner.

As one group of the ongoing Disability Rights Movement, visually impaired persons received a better life which allows them to "re-join" society (Heyer, 2000: 1). They have rights to work and to do other social activities which results in their frequent attendance in public places.²² From this perspective, visually impaired persons "are getting use to" being fully aware of their rights in Japanese society. It has gradually influenced them to advocate for the Modern Guide Dog Movement. By stopping people who lack guide dog knowledge from disturbing

²¹ See Daily Observation in Public Places, at 22.

²² *ibid.*

them and their guide dogs while the dog is “at work” is their way to support the Modern Guide Dog Movement (The Guide Dog User, 2011-02-10). In addition, with a special focus on the group of visually impaired persons, guide dog policies have legally protected their rights of using guide dogs in public places (Japanese Society of Service Dog Research, 2005).

7. Institutional Stage of Modern Guide Dog Movement in Japan from 2004 to Present

The institutionalization stage is the stage in which “changes” have occurred: an organizational structure develops, long-term members may change into administrators to manage the organization, and additional paid staff with renewed functions is involved, rather than volunteers (Kendall, 2007: 495). The Modern Guide Dog Movement has matched this statement since the success of the guide dog movie *Quill* in 2004. Immediately after the release of the movie, public donations to guide dog institution drastically increased. Guide dogs were featured in media reports on television and radio. As of result of the movie, the general public has involved itself in the Modern Guide Dog Movement. This is an indication that the Modern Guide Dog Movement has entered a new era.

7.1. *Quill* Movie: Involving the General Public in Modern Guide Dog Movement

Using one type of mass media, the movie *Quill* played an important role in the construction and presentation of “common sense” (Hall, 1995; Moscovici, 2000) to the audience regarding how a guide dog is used. At the 25th minute of the movie, the trainer Tawada meets Watanabe at a super market with Quill. This implies to the audience that guide dogs are legally allowed to enter public places in Japan. The movie attempts to convey to the audience that guide dogs are trained to bring a better life to the visually impaired by providing both safety and increased efficiency while traveling.

The movie also played a significant role in presenting a part of the advocates of Japan's Disability Rights Movement which helped the audience acquire an understanding towards visually impaired persons. From the 30th to the 34th minute of the movie, Watanabe experiences for the first time using Quill on his way to the City Hall. He is going there to send his thirteenth application for a sound traffic signal system and his seventh application for Braille for assisting visually impaired persons traveling in public places. Since the movie is based on a true story, it was around 1987 and 1988 when Quill first met Watanabe which was the peak time of the independent living movement in Japan (Heyer, 2000; Akimoto and Ishiguro, 2001; Hayashi and Okuhira, 2001). Although the reliability of the total times of

Watanabe's applications to the City Hall is not certain, the movie tries to tell the audience that visually impaired persons like Watanabe struggled hard to gain their rights to live independently.

In addition, the recurring media reports on guide dogs have maintained a role similar to that which the movie *Quill* has played (JGDA, 2009). In the context of public service, the media plays a role as an educator, a supporter, a program promoter and a supplement (Flora, Maibach and Maccoby, 1989). From this perspective, the continuing media plays a pivotal role in the construction and reproduction of basic knowledge of guide dogs (Hall, 1995; Moscovici, 2000). This is accomplished through cooperation with guide dog institutions, which allows for the promotion of guide dog related activities and their reporting of news from guide dog institutions (Tawada, 2011-01-27). Celebrities and Japanese royalty who visit guide dog institutions have played a role leading the general public in supporting guide dogs (JGDA, 2009).

The great number of visitors and public donations to guide dog institutions after the release of the movie *Quill* is a sign that the general public offered its keen support to the modern guide dog movement. Another observation can be made in the logo of the Japanese company Auncon, which uses a small guide dog icon.²³ Signs reading "we support guide dogs" on cars can be seen. Overall, the general public seems to pay more attention to both visually impaired persons and their guide dogs in public places. Guide dog institutions like JGDA have received a large number of public donations since 2004 (JGDA, 2004-2009), which has enabled them to reorganize and arrange more activities for the public (Tawada, 2010-01-27). The involvement of the general public in the modern guide dog movement has increased as a result of the various activities that are provided by guide dog institutions (JGDA, 2009).

It has thus become a positive cycle for the modern guide dog movement that a greater involvement of the general public and additional activities (donations, visitors, volunteers) occur. An increase in activities results in further development of the modern guide dog movement. Such an optimistic situation has led to the success of the modern guide dog movement in Japan.

²³ AUN Consulting, Inc. <http://www.auncon.co.jp/english.html> (accessed 16. February 2011)

8. Conclusion

8.1. Discussion

The purpose of the research is to introduce the general process of the modern guide dog movement in Japan. This research also tries to fill the gap between the disability rights movement and guide dogs.

The research questions are: What is the modern guide dog movement in Japan? How has Japan gone through the modern guide dog movement? As a branch movement of Japan's current disability rights movement, what are the characteristics of the modern guide dog movement, compared to the traditional disability rights movement?

The modern guide dog movement in Japan is a branch movement of the current disability rights movement. The modern guide dog movement has been a driving force for improving visually impaired persons' mobility by providing them with qualified guide dogs. This requires both legal and social acceptance.

The modern guide dog movement has gone through a three-stage process with the gradual involvement of three groups of people: elites (political elites and guide dog experts), visually impaired persons, and finally, the general public. The three stages are as follows: the preliminary stage of the modern guide dog movement in Japan in the 1960s, the coalescence stage of the modern guide dog movement in Japan from the 1970s to the beginning of the 2000s, and the institutional stage of the modern guide dog movement in Japan from 2004 to the present.

As a branch movement of Japan's current disability rights movement, the characteristics of the modern guide dog movement consist of the first involvement of service animals (guide dogs) in the context of public service with the expansion of independent living services for visually impaired persons. The leadership has been maintained by non-visually impaired persons who have an earlier awareness of using guide dogs to maintain a better service for visually impaired persons' independent living. The involvement of a supportive general public as a result of both the guide dog movie *Quill* and the continuous activities arranged by guide dog institutions.

8.2. Summary

During the past half century, the indigenous resources consisting of the leaderships, the ongoing disability rights movement, and the guide dog movie *Quill* have made the involvement of all the three groups together in the process of the modern guide dog movement possible and positive. The three groups of people are: elites (political elites and guide dog experts), visually impaired persons, and the general public.

In the modern guide dog movement in Japan, the political elites have played the role of “opening” the door of the guide dog institutions to the public, under the external influence from the United States. Guide dog experts have played a role in “inviting” visually impaired persons to “join in” the modern guide dog movement. Visually impaired persons are, after all, the group to be benefited. Finally, the success of the movie *Quill* has contributed to the involvement of the general public to the movement, through acceptance and support of guide dogs.

The Modern Guide Dog Movement has updated a new look for Japan’s current disability rights movement as the modern guide dog movement has opened the era of service animals (guide dogs) in meeting the special needs of visually impaired persons. This start of this era was possible due to non-visually impaired persons’ help and leadership, as well as the broad support from the general public.

8.3. Limitations and Recommendations

The largest obstacle in completing this work was the lack of literature on the subject. The study of the modern guide dog movement in Japan is a foreign area in the academic world. As a part of the current disability rights movement, little research has been done in this field. Online data on the subject of guide dogs was easily accessible, however, of these numerous texts very few were written at an academic level. As a result, the limitations of available literature required the thesis to begin on a basic level. For example it was necessary to define the term “social movement” critically and reliably. The research was hardly able to cover all related data of the modern guide dog movement in Japan by first-hand fieldwork, as there are eleven guide dog institutions in Japan. Therefore, the research refers to other official data and a broader background of the disability rights movement to help the thesis remain on an academic level.

Future researchers should consider that as new types of service animals have entered into the public service context, the modern disability movement tends to be very diverse. New sub-movements according to special disabled individuals' requirements and needs have emerged. Under the success of the former disability rights movements, these new types of sub-movements will be processed under a smooth reform of policies. Further studies of these new movements may be of interest, especially with a special focus on the causes of inequality in the development of different sub-movements within the same country.

9. Appendix

9.1. Guide Dog World History

In order to give a broader overview of guide dogs, guide dog world history is attached. With very little overall literature on the history of guide dogs, the IGDF seems to be the only authority who offers a complete history on the world's guide dog development. However, while referring to its records, readers should be aware of the reliability.

The IGDF (2010) states that between the 18th and 19th century, guide dogs started to be trained systematically in France, followed by Austria and Switzerland.

During World War I, as an aid for the visually injured soldiers, Germany started the world first guide dog school for military use in 1916 located in Oldenburg. With the increasing of using guide dogs, more branches and guide dogs were held by Germany and thus Germany was able to offer dogs to visually injured soldiers in other part of the world, such as Britain, France, Spain, Italy, the United States (Roberts, 1996; Perry, 2002; Anderson and Pemberton, 2007; IGDF, 2010). This can be seen as the first international spread of guide dogs, in which military use was the main theme.

According to Miriam's statement (2010), the transition of using guide dogs from military use to public use started in 1929, as The Seeing Eye in Nashville of the United States, the first world guide dog school was founded. The American woman, Dorothy Harrison Eustis is the foundation person. Due to her personal interests, she learned training skills and methods of guide dogs in Germany. She is the first guide dog trainer for a visually impaired person outside the world of the military.

The United States is also the first country in the world that has passed laws for guide dogs. According to the United States of America Guide Dog Access Legislation (1996) in order to protect the rights of visually impaired persons to enter public places and to travel on public transportation accompanied by a guide dog. The issue of guide dogs in public places has been addressed through legislature by members of the National Federation of the Blind, The Seeing Eye, and guide dog schools alike during the middle of 20th century.

While the United States were busy issuing guide dog related laws, the rest of the world did not just wait and see. More countries had started their guide dog institutions not long after the

first guide dog school in the United States. In 1934, two British women found The Guide Dogs for the Blind Association after years of studying the guide dog training knowledge from American trainers (IGDF, 2010). Since then, many countries followed such a step and guide dogs were gradually spread to the rest of the world (ibid.).

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